El Excentrico

Humberto Garcia — April 5, 1973



Furniture Discount House

82 E. SANTA CLARA **SAN JOSE** CORNER OF THIRD STREET



HANK COCA

Bring This AD in

For FREE GIFT!

No Purchase Necessary !

Spanish TV SHOW Sat. & Sun.

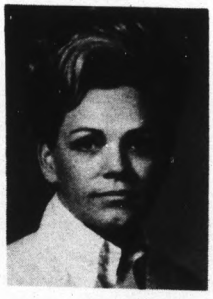
DAILY on Channel 20, 4 to 10 p.m.

10:00a.m. to 6:00p.m. — On Sunday 9 to 10:00p.m.

" THE UNTOUCHABLES " On CHANNEL 36



JOE SANCHEZ



LOIS FISHER



GIL COCA



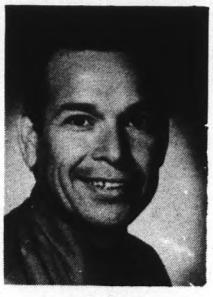
PILLIE VILLALOBOS



JESS CORDERO



LOUIE COCA



MARTIN MENDEZ



CAREY CHURCH



FRED CABOTAGE



DANNY VIGIL

BUNK BEDS

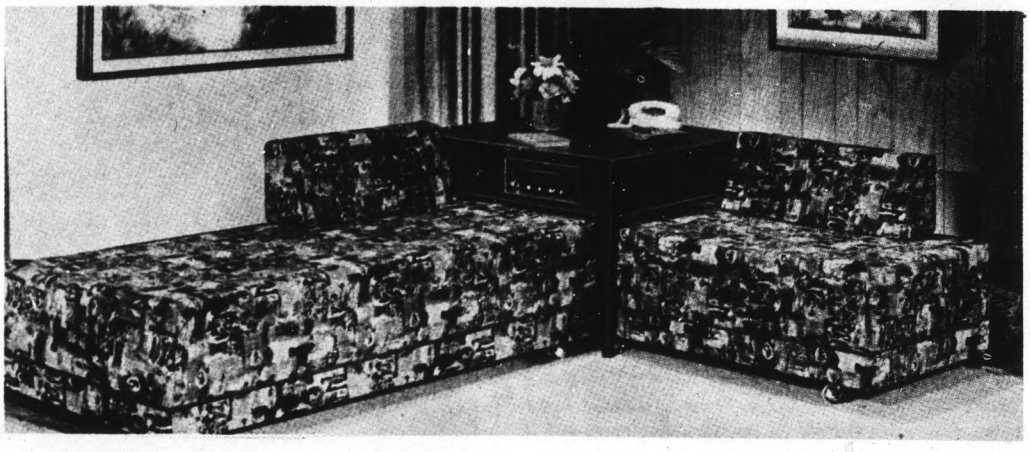
WITH LADDER AND GUARD RAIL

$19.95

82 E. Santa Clara St. 297 - 9486 San Jose

Furniture Discount House

82 E. SANTA CLARA **SAN JOSE** CORNER OF THIRD STREET



12 Piece Corner unit with A.M. and F.M. Radio $169.95



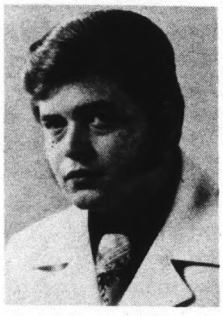
LUPE ALONZO



RAY SALDAÑA



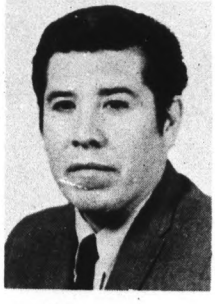
STELLA LOPEZ



GARY JOHNSON

422 - 9669
607 E. Market St.
Salinas, Calif.

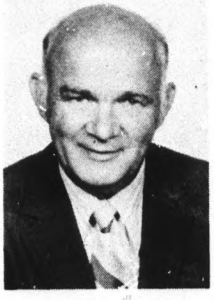
1501 BROADWAY
FRESNO, CALIF.



PHIL RODRIGUEZ



CARMEN RODRIGUEZ



PETE KONON



GLORIA LUNA

EL EXCENTRICO STARTS 25TH YEAR



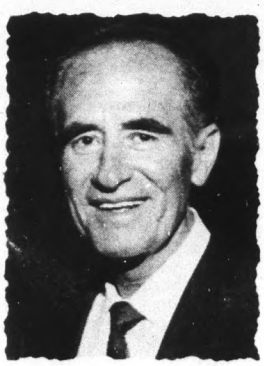
BERT GARCIA, Manager.

This edition of EL EXCENTRICO marks the beginning of 25 years of service to Santa Clara County.

The magazine's founder and publisher, Mr. Humberto Garcia, conceived the idea of a publication which would serve as a vehicle of communication for and about the large Mexican-American population within the County and the Bay Area. Originally the publication was exclusively in Spanish; however, the policy was soon changed to publish both in Spanish and English in order to encompass a larger audience.

The editorial policy of 1949 and 1973 is essentially the same, that being to publish news-worthy information of social, political, or commercial non-slanderous nature, principally geared to the Mexican-American community.

The king of movies, Clark Gable, after completing a movie of newspaper publishing, stated that he was absolutely stunned and amazed at the degree of total dedication and responsibility mandatory to succeed in the field of publishing. In the City of San Jose there have been over 14 publications that have made their appearance and departure since the inception of EL EXCENTRICO.



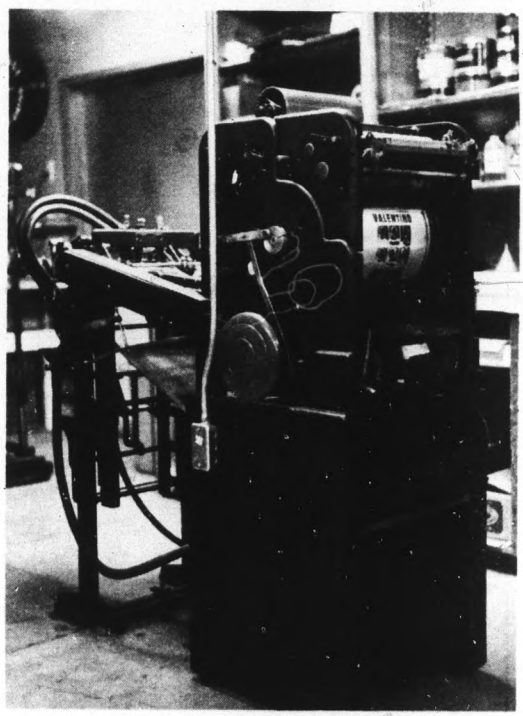
HUMBERTO GARCIA

The man who has totally dedicated his life and has shouldered the heaviest degree of responsibility for EL EXCENTRICO is Mr. Humberto Garcia.

May his next 24 years be as invigorating, educational and rewarding as the preceeding..



Cover of EL EXCENTRICO First Edition



First Printing Press used by El Excentrico



On April 10, Re-Elect

COUNCILMAN

ROY B. NAYLOR

- New industries that will provide jobs for San Jose people.
- Supporter of Plaza de Guadalupe and Mexican Cultural Center.
- Dedicated to a Better San Jose for ALL our citizens.

CAL FOODS

★ DELICATESSEN ★ and TORTILLA FACTORY

Especializamos en TORTILLAS de HARINA!

TAMALES — MENUDO PAN CALIENTITO

(Diariamente)

★ HOT FOOD TO GO ★

ACEPTAMOS ESTAMPILLAS DE COMIDA

Abierto de LUNES a VIERNES 7:00a.m. a 9:00p.m.
SABADOS y DOMINGOS de 7:00a.m. a 8:00p.m.

195 S. 28th ST.

Esquina de las calles
28 y SAN ANTONIO

ROSEMARIE RENTERIA — **National Queen of the A GI Forum**

DEBBIE LEMUS — **Queen of the S. J. GI Forum**



QUEENS - Rosemarie Renteria, left, National Queen of the American GI Forum congratulates beautiful Debbie Lemus after she was crowned Queen of San Jose GI Forum. Miss Renteria won her crown last summer at Washington, D.C. She is from San Diego. Mis Lemus will compete in the California State Queen Contest on June 21, 1973 at Oakland, California.

The Miss California winner will vie for national honors at the American GI Forum National Convention in August at El Paso, Texas.

VETERANS OUTREACH PROGRAM

1680 E. Santa Clara St.
San Jose Office
258-0663 "HIRE A VETERAN"
SAN JOSE, CALIF. 95127

In our continuous effort to assist and provide aid to Veterans this office has searched to locate programs which are favorable to the Veterans. One of our latest finds is at the good ole VA Hospital. The VA Hospital has had a program in operation for some time for those Veterans who have a drug addiction problem. If you feel like getting rid of a drug problem which has become habitual and an increasing burden to you and your loved ones, contact us. The VA Hospital drug program is usually filled but through the efforts of Ernie Gallego, we can get you in.

Some of the advantages to the VA Hospital's program are:

1. Not a Jail
2. Daily Visiting Privileges
3. Two Programs (3 mo. & 6 mo.)
4. Pleasant Conditions.

G.I. BILL DEADLINE WARNING!

May 31, 1974, is a crucial date for post-Korean veterans who were discharged from military service between January 31, 1955, and June 1, 1966. That's the date their GI Bill education benefits expire. Unless they begin training soon, they could lose part or all of their benefits.

Benefits for these veterans were not authorized until enactment of the current GI Bill on June 1, 1968. Thus, they must complete training within eight years of release or by the May 31, 1974, deadline, whichever is later.

The deadline does not apply to veterans interested in flight training, apprenticeship and on-job and farm cooperative training, however. These veterans have until August 31, 1975, or eight years after discharge, whichever is later, to complete training. This is because these training programs were not available until October, 1967.

New rates start at $220 monthly for single veterans going to school full time under the GI Bill. Those with one dependent get $261 monthly, those with two dependents, $298, and they receive $18 for each additional dependent.

Rates for GI Bill apprenticeship and other on-job training begin at $160 monthly for single trainees. Those with one dependent receive $179 monthly, and those with two dependents, $196, plus $8 for each additional dependent. Eligible wives, widows and children going to school full time under the Dependents' Educational Assistance program are now entitled to $220 monthly.

Eligible persons interested in educational benefits, especially veterans whose benefits expire in May 1974, should contact the American GI Forum Veterans Outreach Program, 1680 E. Santa Clara St., San Jose, California. Our phone numbers are 258-0666 and 258-0663.

Frank G. Garcia.

CARMELO HERNANDEZ SUCCUMBS



Carmelo Hernandez, 52, of 14441 Buckner Drive, collapsed and died at his home Wednesday morning while preparing to go to work.

A chef for three decades he worked the past 11 years at Farrell's—a famed and loved city landmark that spans a 104 years on the San Jose scene. The tavern and market has been at 23 N. Market St. since last year when the original building at First and St. John Streets was torn down.

Hernandez came to Santa Clara County 25 years ago from his native Puerto Rico.

He served in the United States Army during World War II.

Survivors include his wife, Carmen; daughters, Mrs. Gladys Delgado, Mrs. Neida Muniz, Mrs. Nancy Sanchez, Mrs. Helen Barry, and Doris Amalia; his sons, David and Daniel Hernandez, all of San Jose; a sister, Mrs. Rosita Riveira of Puerto Rico, and eight grandchildren.

CRITICA SOCIAL

por Rudy Belloumini





"No todo lo que se afrente se puede cambiar; pero nada se puede cambiar hasta cuando se afrente" . . . James Baldwin. Not everything that is faced can be changed; but nothing can be changed until it is faced.

Raza, your next trustee on the Alum Rock School District Board will be el amigo TED TERRAZAS. He is the only Chicano candidate I know from the Tropicana area who

(continued next page)





"POLO MOTORS"

999 ALMADEN AVE. **San Jose, California**

Telefono 292 - 1598

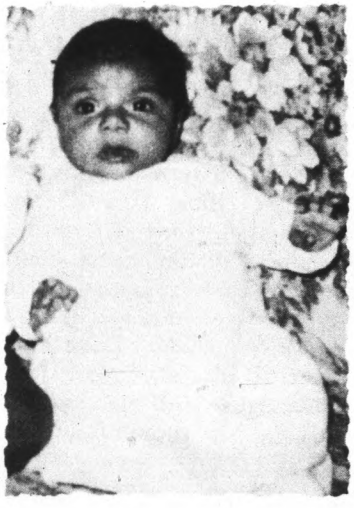
• CARS • WAGONS • TRUCKS

COMPRE LO MEJOR para UD. y SU FAMILIA
NUESTRA REPUTACION es SU GARANTIA !

BAPTISM

Liza Marie Sandoval

Who was five months old
Daughter of Mr. and Mrs. David M. and
Irene R. Sandoval
Was baptized on March 24, 1973
Our Lady of Guadalupe Church
She is the grand daughter of
Mrs. Jennie S. Abrego and Mr. and Mrs.
Joe Alonzo
The reception was held at the
Lenninger Hall
God Parents are Mr. and Mrs. Robert Supnet
Bill Couch and Marina Supnet
Jackie Sandoval



Simon's **Beauty Salon**

Salon de Belleza Mexicano

Complete Beauty Service

COLD WAVES $5.00

DAILY
Except weekends
& Holidays

OPEN SUNDAYS
9:00 a.m. to 3:00 p.m.

NO APPOINTMENT
NEEDED !



Teddy

Tel. 295 - 5391 **1210 E. Santa Clara St.**

CRITICA SOCIAL ..... (CON'T)
is really sincere in wanting to help regardless of race, color or ethnic background, besides he is boss in his home. 'Necesitamos hombres y no mujercitos'. VOTE FOR TED TERRAZAS ON APRIL 17. Two giants, Rudy Moya and Tony Eredia of GIANT FURNITURE WAREHOUSE, are proud and honored to shake the hand of another gigante of a real CHICANO. 'RAZA POR TERRAZAS'.

———————

LA RAZA POR AL GARZA . . . we will see the biggest vote any CHICANO has ever received in our day and age on April 10th. AL GARZA has captivated the hearts and souls of all the people of San Jose, not because he is a Chicano, but because he is a real and down to earth representative of our fair city of San Jose, California. Hasta los gavachos le tienen un gran respeto y cariño. "Strive hard for the top; the bottom is already crowded".

Of the five Spanish-surname candidates running for Council Seat No. 5, John Hernandez will get the most votes, the others, (all friends of mine) A. Morlos, ..the well known Mike Ulloa, Luis Ybarra and of course, my amigo, Andy Diaz will get some votes. Of all 20 candidates running for seat 5, the big battle in June will be between Susanne Wilson and Dorothy Silva (La Portuguesa). Al Garza, Dave Goglio and Roy Naylor, all incumbents, will retain their seats in the April 10th elections. "How do I know all this? . . . simple logic, that's all".



Isn't it great when Chicanos, regardless of political party affiliations, can get together to support 'uno de los nuestros'??? Who got them together? It wasn't MAPA, it wasn't the Spanish-speaking Committee, it wasn't La Raza Party, fueron los contratistas del MINORITY CONTRACTORS ASSOCIATION of Santa Clara County. In the celebrity section from L-R: Rudy Fuentes, Banquet M.C. Ernit Abeytia, advocate Democratic Political Party; Joe Garnica, MINORITY CONTRACTORS Fund Raising Chairman; Gil Solarez, MINORITY CONTRACTORS Banquet Chairman; Ben Fernandez, Co-Chairman of Spanish-speaking Committee to Re-elect the President and keynote speaker at the "Re-Elect Garza Banquet"; el honorable representante de los nuestros en city hall, Councilman AL GARZA and Mr. and Mrs. Hank Coca, prominent and highly respected family and owners of Furniture Discount Houses in California. Special guests were Congressman 'Pete' McCloskey and Eddie Sanchez, Field Representative in the 17th Dist. Councilman AL GARZA was presented with a plaque by the MINORITY CONTRACTORS ASSN. on that very successful nite which read in part: To AL GARZA, Councilman City of San Jose—"For Outstanding Achievement in Community and Civic Affairs" (They said it couldn't be done, but the MINORITY CONTRACTORS ASSN. had a full house at $100 a couple banquet; si no lo crees, ask Gil Solarez and Joe Don Jose Garnica) Pictures by Ricardo Monteblan Diaz, el foto bossman del El Excentrico.



Everybody who is a somebody was there, in fact, Rudy Sanchez and his wife, Mary Esther of MARYESTHER'S INCOME TAX SERVICE made an appearance to honor Councilman AL GARZA.

IDA'S TUXEDO RENTAL

292 - 9102 **380 S. FIRST ST.**

BLACK SUIT
Directors Coat and Vest
Full Dress Suit
Cutaway Coats and Vests

RED, WHITE, BLUE
BLACK & GRAY
KING GEORGE - TOM JONES

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Mon., Thurs., Fri.
9 A.M. to 9 P.M.
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INCLUDES SHIRT, TIE, CUFF LINKS, CUMMERBUNDS, STUDS AND SUSPENDERS



We Rent and Sell Santa Claus Suits

Pink Elephant Mkt

TRES TIENDAS para SERVIRLE A USTED

Con Una Linea Completa de PRODUCTOS MEXICANOS



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Personalized Service
Food Stamps Accepted

HOT TORTILLAS Every Hour .10c a Dozen

BEER & WINE



DANIEL SALAZAR

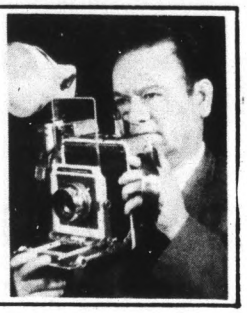
No. 1 PINK ELEPHANT MKT.
400 S. King Road 272-2446

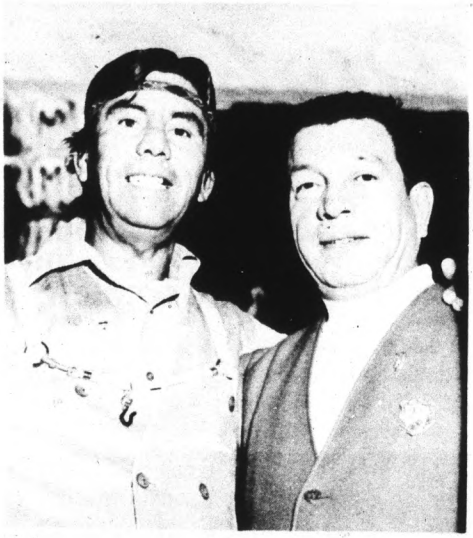
No. 2 Hyde Park-Pink Elephant

1098 N. First Street 275 - 1480 275 - 1485

El Fotografo
de las
ESTRELLAS

RICHARD DIAZ
292 - 3294





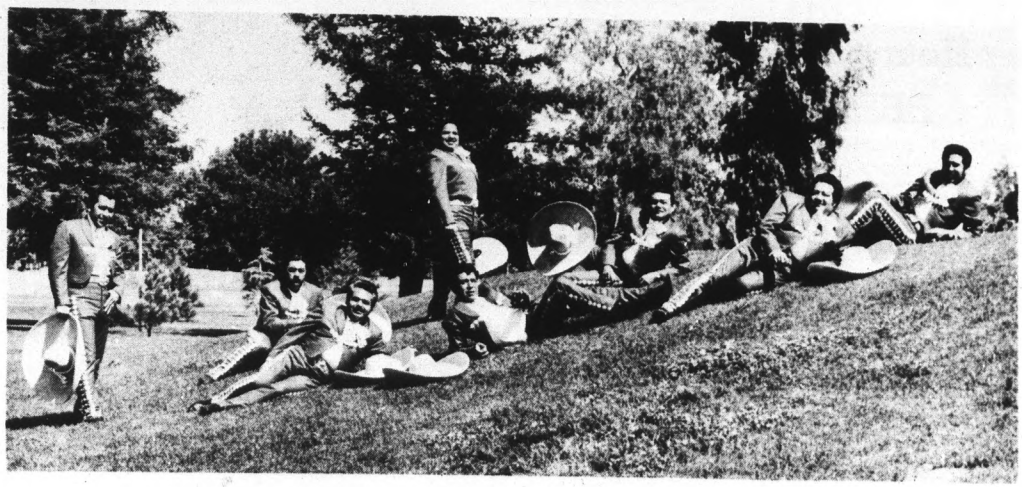
SOUVENIR PHOTO
Of (el Indio) YSIDRO LOPEZ
with Danny (Cristal) Alonzo
No. 1 Dance Promotor on Sundays
at the Starlight Ballroom
Ysidro Lopez originates from Texas



PRESENTING
a very popular up and
coming Ranchera Singer
his name is

LUIS ALONZO

for whom we predict a
wonderful career,
Mariachi San Jose
appears with him in
this photo.



INTRODUCING
El Mariachi SAN MIGUEL
de Salvador Padilla

This Mariachi is one of the most
sought after in all of the state
of California



● DEDICATED ● CAPABLE ● CONCERNED

SUSANNE WILSON WILL WORK FOR
ALL THE PEOPLE OF SAN JOSE
FOR IMPROVED QUALITY OF LIFE

SUSANNE WILSON

City Council Seat No. 5

SAN JOSE BEAUTY COLLEGE

156 S. SECOND STREET SAN JOSE, CA.

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HAIR STYLES GALORE

TUESDAY, WEDNESDAY and FRIDAY SPECIALS

PERMANENTS ½ PRICE

REG. $10.00	ONLY	$5.00	REG. $15.00	"	$8.75
$12.50	"	$6.25	$20.00	"	$10.00
$15.00	"	$7.50			

INCLUDES COMPLETE HAIRCUT AND SHAMPOO SET

THURSDAYS — TWO FOR ONE

SHAMPOO SETS - TWO FOR THE PRICE OF ONE $2.50

(BRING A FRIEND)

For Your Appointment **Phone 298 - 4388**

HOURS: 9:15 a.m. to 3:00 p.m. TUES. thru FRIDAY
3:00 a.m. to 3:00 p.m. SATURDAYS

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Precios Especiales para Familias de Bajos Ingresos

SPECIAL RATES for STUDENTS

Plenty of Parking Space! OPEN ALL YEAR

3144 Story Road (Off White Rd.)



Maryesther Sanchez

VD AWARENESS ASSOCIATION

The number one public health problem facing Santa Clara County today is Venereal Disease. In 1971 over 3,732 cases of gonorrhea alone were reported to the County Health Department, according to Aaron Fink, M.D., a Mountain View urologist, who has become concerned about the problem.

Because of the statistic the County Health Department reports that VD has reached epidemic proportions. Eighty per cent of the women who have gonorrhea show no symptoms. Three out of four cases go unreported. In the last ten years there has been a 1,000 per cent increase in this County.

If not treated VD can cause sterility, blindness, insanity, heart disease, paralysis or deformity in the advanced stages. VD also is highly contagious and can be passed readily from one person to another through sexual contact.

The Santa Clara Valley Veneral Disease Awareness Association has decided to confront the problem by promoting community awareness of the VD problem in this county and the state.

The association also is preparing presentation for local schools, radio and television spots, a speakers bureau, and presentations for various fairs.

The group holds monthly meetings in an attempt to face the issue and displace the fears, guilt, ignorance and apathy that usually accompanies VD. Dr. Fink was a recent speaker before the group.

"Educating the public is half the battle," stated Pam Healy, health chairman of the association.

The members of the association, explained Pam, include such groups as the Junior Chamber of Commerce, Santa Clara County Pharmaceutical Association, San Jose Junior League, Santa Clara County Medical Auxiliary, and the Parent-Teachers Association (PTA). Members also represent San Jose State University, the City of San Jose, Santa Clara County Health Department, San Jose Youth Clinic, etc.

The next meeting is September 12, at 7:30 p.m. in the auditorium of the County Health Department, at 2220 Moorpark Ave. The meetings are free and open to the public. They feature movies, group discussions and speakers.



"EL GOLOSO"

OLIVIA
DE ULLOA

Conferencia Sobre el DIABETIS

MIERCOLES 18 de ABRIL

1621 Gold St. - Alviso, Ca.

Otra vez mas es tiempo para nuestra junta para toda la gente de habla-hispana. La Sociedad de Diabetes del Valle de Santa Clara envita a todas personas interesadas sobre el diabetes que tomen parte en nuestra discusion el miercoles, 18 de Abril de 1973, en el Centro de Salud para la Familia en Alviso, 1621 Gold Street, Alviso.

El doctor, Martin Cremada, psicologo, y Tomas English, estaran alli para contestar sus preguntas. Tendremos especialistas en la dieta para atenderle con problemas sobre la dieta.

Vamos ensenar una pelicula para ayudar esplicar la diabetes. Traigan la familia, acuerdense que lo que no saben les puede hacer daño.

Hasta Lugo,
Su amiga Olivia

For Your

WEDDING INVITATIONS

Call 292-4273

Humberto or Bert Garcia

274 TERRAINE ST. SAN JOSE, CALIF 95110

Volunteers Needed

The Santa Clara County Health Department is in need of valunteers to aid in a door-to-door survey. The purpose of the survey will be to examine the public's attitude toward recent legislation which deals with caring for the mentally ill.

If you would be interested in volunteering for a few hours a week on your own time schedule for a three to four weeks' time period, please contact John Hanson, Santa Clara County Health Department, 286-5442, extension 284.



comida mexicana

La Tejanita No. 2 Restaurant

MEXICAN FOOD

ABIERTO de Domingo a Jueves de 6:00 a.m. a 10:00 p.m.

Viernes y Sabados las 24 Horas

Mariachi LOS ABAJENOS de Isidro Rivera todos los Viernes
Conjunto Los Jilgueros Del Norte Todos los Sabados
Despues de las 2:00 a.m.

Luisa Lopez, Prop. 293-5983 89 E. San Fernando St.

Congressman "Pete" McCloskey

County Supervisor Dan McCorquadale greets Congressman "Pete" McCloskey at Al Garza's $100 a couple Banquet held at the Saint Claire Hotel recently it was sponsored by the Minority Contractors Association
Also pictured standing are City Councilman Al Garza and Gilbert Solarez Banquet Chairman, the Banquet was a tremendous success.
(richard diaz photo)



MARIA'S COCKTAIL LOUNGE

El Centro Nocturno Mas Elegante de Toda la Bahia

DANCING Every Week End

The Best Combo in the Bay Area

A GAY & LIVELY ATMOSPHERE



DAN and MARIA AGUIRRE, Props.

El Night Club Mas Elegante en toda la Bahia, lo Mejor en Hi-Balls
Y MUSICA para BAILAR !

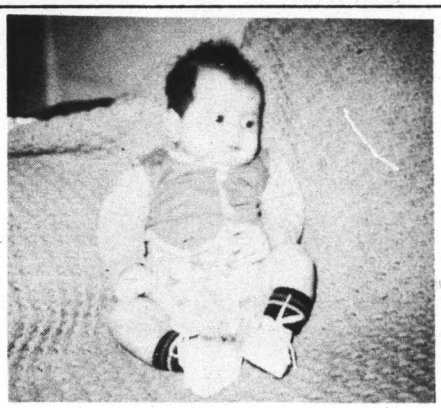
295-9872 728 N. 13th St. San Jose, Ca.



HER MAJESTY — Queen DEBBIE LEMUS A. GI Forum

Newly crowned Queen Debbie Lemus, 3rd from left, poses with runnerups and members of the San Jose GI Forum Dance Committes. In the photo, left to right, Mrs. Mary Gallego, 1st runnerup Anna Maria Rios, Miss Lemus, Chapter Chairman Pedro Gonzalez, 2nd runnerup Sylvia De La Rosa, and Beauty Pageant Coordinator Mrs. Anita Campos.

Mrs. Campos was responsible for planning the contest and beauty pageant.



Manuel y Leticia Rangel
Tienen el honor de invitar a Ud. y a su apreciable familia al

BAUTISMO

de su hijo

MANUEL, JR.

Sabado 31 de Marzo 1973, a la 1:15 p.m.
Iglesia Del Sagrado Corazon
Calles Willow y Palm San Jose, California
Padrinos: Nicolas y Carmen Martinez
Recepcion y Baile: Hall anexo a la Iglesia
2:00 p.m. en adelante



Daniel y Rosa Olmos
Tienen el honor de invitar a Ud. y a su apreciable familia al

BAUTISMO

de su hija

ROSA

Sabado 31 de Marzo 1973, a la 1:15 p.m.
Iglesia Del Sagrado Corazon
Calles Willow y Palm San Jose, California
Padrinos: Paul Read y Mable Guerrero
Recepcion y Baile: Hall anexo a la Iglesia
2:00 p.m. en adelante

VOTE for AL GARZA - City Councilman

Tuesday, April 10



We Urge You to Vote for AL GARZA, Tuesday April 10
and all other Mexican candidates
THEY NEED YOUR SUPPORT!

- Ad Compliments of -

TONY EREDIA **RUDY MOYA**



Giant Furniture & Stereo

Telefono: 298 - 1991 **2017 South FIRST St.**
(Monterey Highway) **San Jose, Calif.**

You are cordially invited to attend the

25th Wedding Anniversary

of

Al and Dora Cordova

On Saturday, the twenty-first of April
nineteen hundred and seventy-three
at one o'clock in the afternoon
Our Lady of The Valley Church
7117 Topanga Canyon
Canoga Park, California

Reception
Knight's of Columbus - 214337 Strathern St.
2:30 to 6:30 p.m.
Dance 9:00 p.m. to 1:00 a.m.

MATRONS of HONOR

Angelina Quiroga
Vangie Olivas

BRIDESMAIDS

Ana Allendres
Nancy Castro
Margaret Cordova
Becky Jones
Emily Allendres
Eleanor Gonzalez
Helen Villa
Rosie Espinoza
Vangie Anchondo
Betty Amescua
Carmen Lujan
Vickie Veyna
Margaret Argott
Eloisa Perez
Arlene Cruz
Josie Olivas
Lois Olivas
Pat Navarrete
Rachel Carlin
Nellie Mendiola
Matilde Morales
Susana Rivas
Vicky Chacon

FLOWER GIRLS

Nancy Ann Castro *Sandra Marie Castro*

RING BEARERS

Mike Cordova *Frank Cordova*

BEST MEN

Fecundo Quiroga
Mike Olivas

USHERS

Louie Cordova
Dario Castro
John Cordova
Dave Cordova
Ralph Allendres
Felix Gonzalez
Bob Villa
Daniel Espinoza
Joe Trejo
Ed Amescua
Ray Lujan
Bill Veyna
Al Argott
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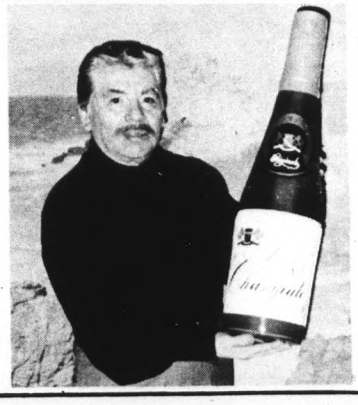
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por
Daniel
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Galeria de Luchadores

En esta vez no dedico estos renglones a una persona, por que no pongo como ejemplo a una persona, pongo como ejemplo la lucha de un gran numero de de personas a las que yo acostumbro llamar "LOS JOVENES CAMPEONES". Me refiero a los niños o jovenes que muy de madrugada recorren las calles de sus vecindarios, entregando el diario a sus subscriptores.

Hay en todas partes trabajos muy duros para los chiquillos que los ejecutan, pero el que me ha parecido a mi mas duro, es el de repartidor de periodicos a domicilio. Por lo general son niños que apenas han rebasado los doce años de edad y rara vez son mayores de diez y siete.

No es de extrañar que acostumbrandose desde niños a cumplir una labor que no admite excusas, con el tiempo lleguen a escalar lugares a los que solo los mas tenaces, los mas laboriosos y los mas capacitados alcanzan. Muchos de los personajes de los que nos habla la historia, empezaron su lucha en la vida como repartidores de periodicos.

Otro grupo de niños laboriosos es el de los niños campesinos, pero estos merecen mencionarlos en un articulo especial, dedicado exclusivamente a ellos y que escribire proximamente.

Los Niños que muy de madrugada pasan en sus bicicletas entregando sus diarios, tienen que madrugar desde las cinco o seis de la mañana para recibir los periodicos que tendran que ir entregando casa por casa en toda el area que las ha sido asignada. Si algun subscrptor al levantarse no eencuentra su diario en la puerta, telefonea a la oficina del periodico para reclamarlo y el repartidor tentra que explicar por que el quejoso no recibio su diario. Cuando termina sus ejemplares al final de su recorrido, tiene que apresurarse a tomar su desayuno y alistarse para llegar a la escuela a tiempo; todos ellos estan en edad escolar.

El tiempo les hace a veces muy malas pasadas; se pueden encontrar con un dia lluvioso en que aparte de protejerse ellos de la lluvia, tambien tienen que protejer al periodico, con bolsitas de celofan para que no se moje, esto los obliga a tener que trabajar mas de prisa, para reponer el tiempo que pierden en la maniobra de las bolsitas. En otras veces el frio se les cuela hasta los huesos por mas abrigados que salgan a su trabajo. De todas maneras con frio o con lluvia los subscriptores esperan su periodico, no importa el tiempo, lluvia, frio o nieve, estos prequeños campeones de la puntualidad se encargan de que lo reciban, llueva o truene.

La admiracion que siento por estos chiquillos, no es una admiracion bondadosa; es una admiracion que ellos se han ganado a base de esfuerzo y de rudo trabajo. Mucho mas comodo es para otros niños estar en la camita calientita, hasta que ya queda el ultimo minuto para llegar a la escuela. Para estos niños mimados, la vida se encargara mas tarde de enseñarles lo que los campeones madrugadores aprendieron en su niñez, alargando las horas del dia y de la noche para estudiar y trabajar. En muchos casos los centavos que estos niños ganan dura y honradamente ayudan a equilibrar el presupuesto familiar, otras veces sirven para que el joven que los gana se ayude en los gastos de su propia educacion.

He querido escribir estas lieneas en reconocimiento a la duro labor que estos niños campeones desempeñan todos los dias. Los jovenes que piensan que algunos nacieron con suerte para triunfar, se daran cuanta de que el triunfo nunca entra por la puerta de la pereza o la holgazaneria.

Cuando lea su periodico, piense que gracias al sacrificio de unas horas del sueno de algun chiquillo de su vecindario, usted disfruta de esa comodidad.

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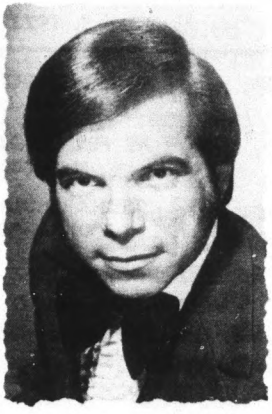
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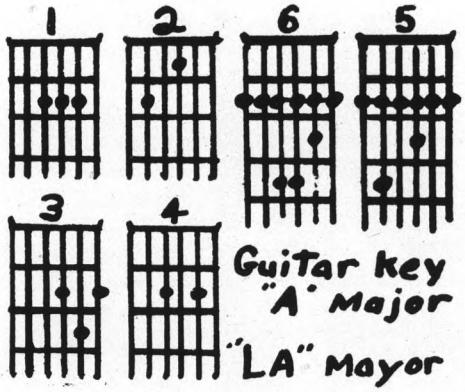
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PABLO CURIEL

SE ME HIZO FACIL

(One of the great hits of "Los Tres Ases" when Marco Antonio Munoz was still with the trio).



(1)Se me hiso facil orrar de mi me(2)-moria ha esa mujer aquien yo amaba (1)-tanto.

()Se me hiso facil borrar (4)de mi ese. (3)llanto(5)(6), ahora la ol(1)vido cada (2)dia mas y (1)mas.

(1)La abando(2)no porque me fue pre(1)-ciso, asi aban(2)dono la mujer que a mi me o(1)fenda.

(1)Voy a buscar otro a(4)mor que me com(3)prenda(5)(6), la otra la ol(1)vido cada (2)dia mas y (1)mas. FIN.

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2. Volver, Volver
3. Carino
4. Cerca del mar

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Pictured left to right: Wally Pallares Consultant for the Minority Contractors, Alfredo Garza, Jr. City Councilman Eddy Sanchez - Field Representative to Congressman "Pete" McCloskey Gilbert Solarez - Minority contractors Banquet Chairman for Al Garza. (photo Richard Diaz)

El Excentrico

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Prison Violence

by Earl Brian
California Secretary of Health and Welfare

I've been getting a lot of mail lately about the State's criminal corrections program—particularly involving the rash of escapes and violent crimes within prisons.

California's prison system has been undergoing a gradual but dramatic change over the past five years, as the State courts have made greater use of alternatives to prison, such as local detention and probation for lesser offenders.



Back in the early 1960's, State prisons received nearly 30 percent of all persons convicted of felonies. Today, the prisons get about 10 percent. This is one reason why the prison population has dropped from 25,667 inmates in 1969 to 17,765 in 1972, and why we have been closing many State correctional facilities.

But why is prison violence increasing?

The answer can be found in the national trend toward processing lesser offenders in 'community-based programs.' Many property offenders such as burglars, bad check artists, and car thieves who once went to State prison are now being rehabilitated under county probation supervision, often after short county jail terms. To help the counties conduct these programs, the State provides approximately $20 million a year to upgrade local probation services.

While these community programs are effective, they are also causing changes in prison operations.

Those small-time burglars, check writers and thieves were usually relatively well-adjusted people who had a stabilizing effect on prisons.

With these so-called 'safe' inmates gone from State institutions, we are working with a higher concentration of inmates with long crime records and who have committed violent offenses.

As a result, there has been an increase in violence in prisons, as well as escape attempts. Ten corrections employees have been killed since 1970. In the prior 17 years, only four employees lost their lives on duty.

What are we doing about the problem? We're closing minimum-security camps and tightening security procedures. Two new maximum-security units are being designed to replace outmoded San Quentin. We're beefing up the staff in our facilities, improving the selection and training of correctional officers, and devising more effective rehabilitation programs. All of our programs are being checked to ensure the highest degree of public protection and employee and inmate safety.

But we are still living with a paradox: more effective community programs result in concentrated violence in prisons.



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America's Spanish-Speaking: A Profile

by Henry M. Ramirez

Who are the Spanish-speaking?

Paradoxically, all of them do not speak Spanish. Some speak only Spanish, others only English, and many speak both languages.

Racially, the Spanish-speaking include white people, brown people, and black people. Though they or their ancestors came from Mexico or Puerto Rico for the most part, many originated in Cuba or one of the Central or South American republics.

The main common denominator is a Spanish language heritage. Beyond that they may differ greatly. In microcosm, they are a melting pot—and like the greater U.S. melting pot, the melting is far from complete.

They are in every State in the Union, and, according to the latest census, 31 States have Spanish-speaking populations of at least 20,000

They represent roughly 5 percent of the U.S. population, making them our second largest minority group. Physicians, dentists, lawyers, and prosperous businessmen are numbered among the Spanish-speaking, but far too many are poorly paid laborers.

Despite their numbers, the Spanish-speaking have only recently begun to capture the attention of the general public. The national news media during the past decade have become aware of this significant minority, but have continued to reinforce a mixed-to-negative picture of the Spanish-speaking as rural, lazy, sinister, illiterate, and culturally disadvantaged. The Spanish-speaking resent these stereotypes. Though they have dwelled in territory now part of the U.S. for centuries, they are too often regarded as interlopers and not part of the American mainstream.

In general, Spanish-speaking Americans are severely disadvantaged compared with the dominant Anglo population. In income, occupational status, and unemployment, their status is

roughly equivalent to blacks; in education they are far worse off. Discrimination against them remains a major obstacle to their social and economic progress, particularly for poor Chicanos and Puerto Ricans. Lack of English facility and other cultural differences, including a partially self-imposed ethnic isolation common to earlier generations of immigrants, leave a great many Spanish-surnamed people outside the mainstream of economic opportunity.

There is considerable controversy over the actual number of Spanish-speaking people in the U.S. Official census figures place the number at more than 10 million in 1970. Nearly three-fifths are of Mexican origin and about one-sixth are Puerto Ricans (not counting the 2.7 million in the Commonwealth of Puerto Rico). But information from local census studies, migrant studies, public school enrollments, the Cuban resettlement program, and other data suggests that the real total may be substantially higher. Informal estimates of some Spanish-speaking spokesmen range up to 16 million.

Numbers Have Increased Substantially

Since World War II, the number of Spanish-speaking have substantially increased, and they have tended to move from the country to the city and to disperse throughout the U.S. Although there are still large concentrations in certain areas, 46 U.S. cities now have Spanish-speaking populations of 10,000 or more.

The areas with the highest concentrations of the Spanish-speaking are:

- The Southwestern States of Arizona, California, Colorado, New Mexico, and Texas, where the overwhelming majority of Mexican Americans and 3 out of 5 Spanish-speaking Americans are located.
- New York City, where 8 out of 10 of the Puerto Ricans living in the continental United States reside.
- Florida, where large numbers of the more than 600,000 persons of Cuban descent have settled along with many immigrants from Central or South America.

This leaves roughly 2 million Spanish-speaking persons who live elsewhere in the Nation.

The Spanish-speaking today have a new-found sense of group identity evolving around a common language heritage and similar cultural values. But this should not be permitted to

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Two County firefighters receive the first federal "Humanitarian Awards" ever given in California for saving the lives of drowning victims while off-duty. Chairman Ralph H. Mehrkens, of the Board of Supervisors, congratulates Fireman Jesus Ramirez, left, and Battalion Chief Robert G. Olson.



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obscure the important differences within this ethnic group.



For the sake of brevity—and at the risk of oversimplifying—let us look at these differences. Mexican Americans are the largest subgroup. Most of them were born in the U.S. and large numbers are ill-educated and otherwise disadvantaged. Except for New Mexico and a few locales in California and Texas, they have not reached positions of economic or political power.

The Puerto Ricans, the second largest group, reside primarily in the Northeast, especially New York City. A majority have arrived in recent years. By income, unemployment, education, and similar measures, they are the most severely disadvantaged of the Spanish-speaking. Puerto Ricans have attained little economic or political leverage.

Almost all the Cubans in the U.S. are foreign born. They entered this country in large numbers in the past 14 years, thanks in part to the excellent Cuban resettlement program, and they are concentrated primarily in the Miami area. Many possess job skills and a profession.

People of Central and South American extraction and other persons of Spanish origin are a large and diverse group, making up about one-fifth of the Spanish-speaking population. Most were born in the U.S. and about half live in the Southwest. They tend to represent a relative economic and social elite, with higher incomes, better jobs, and more education than other Spanish-speaking groups, even Cubans.

Income is the best single determinant of economic and social status. Census figures for 1971 emphasize the difference between the Spanish groups, and their inferior position as a whole to the rest of the United States. Median family income in 1971 was $7,548 for the Spanish-speaking and $10,285 for all Americans. Puerto Ricans were by far the worst off, with median family income of $6,185, more than $200 less than that for black families.



Most Are in Unskilled, Low-Paid Jobs

Census figures show that some 29 percent of Mexican Americans and 32 percent of Puerto Ricans are below the poverty level. The comparable figure for all Americans is 13 percent and for blacks 34 percent. Clearly, the Spanish-speaking, and particularly Mexican Americans and Puerto Ricans, are congregated along with blacks at the bottom of the economic ladder in terms of income

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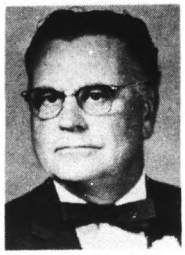
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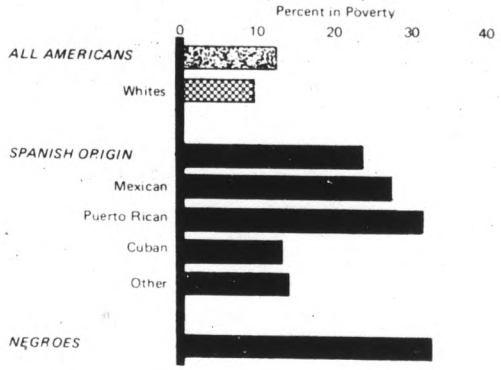
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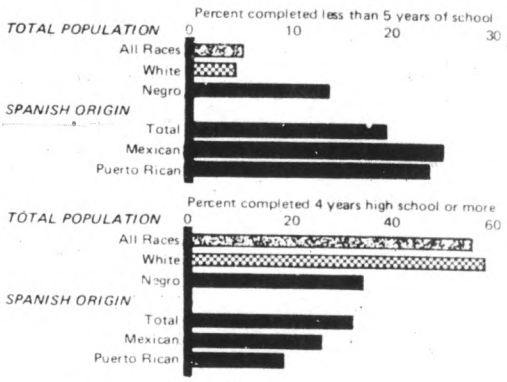
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Persons Below the Poverty Level by Race and Ethnic Origin



Source: *Current Population Reports*

Educational Attainment of Persons 25 Years Old and Over by Race and Ethnic Origin



Source: *Current Population Reports*

The precarious economic position of the Spanish-speaking is further underscored by the nature of the jobs they hold. About 70 percent of them are in unskilled and low-paid blue-collar, service, and farm jobs. Only 23 percent of Spanish-surnamed men hold white-collar jobs, compared with 42 percent for all American males.

Being relegated to the bottom of the economic heap is a consequence of the educational deprivation suffered by the Spanish-speaking, as well as the discriminatory barriers they face along with other minorities. Persons of Spanish origin have a lower level of educational attainment than any other group in the population (see chart 3). Only about 1 in 5 Puerto Ricans and 1 in 4 Mexican Americans 25 and older have completed high school. Only 12 percent of all Spanish-speaking Americans 25 and older have attended at least 1 year of college. For Mexican Americans and Puerto Ricans, the figures are 4 and 6 percent, respectively. The comparable rate for all adults is 21 percent.

Somewhat less measurable but no less real are the cultural differences between the Spanish-speaking and other Americans. The Spanish-speaking have a strong sense of cultural uniqueness, coupled with feelings akin to outrage that the broader society has failed to recognize, accept, or even place a positive value on their contribution to the diverse fabric of American society. To some extent these felt cultural differences result in part from the high proportion of the Spanish-surnamed living in poverty. In this sense, the Spanish-speaking have characteristics in common with blacks, Appalachian whites, or others living in the "poverty subculture."

There are, however, very real differences between disadvantaged Spanish-speaking people and other poor Americans—differences that affect the conduct and success of manpower and other social programs. These differences include language, value orientation, ethnic-isolation, and other social and psychological factors.

Spanish is the most prevalent of all foreign languages in this country and the one with the highest likelihood of surviving here on a permanent basis. Mexican Americans and Puerto Ricans, unlike earlier waves of immigrants (though strictly speaking the latter arrive as citizens rather than immigrants), persist in using their language over several generations. Access to Spanish language mass media and entertainment permits this pattern to continue. Furthermore, the Spanish-speaking have fewer economic incentives to learn English because their opportunities to advance are limited and the acculturation pressures from children and the rest of society are less severe than in the past.

The result is that roughly 1 Spanish-surnamed adult in 4 is illiterate in English. Many lack a working command of Spanish as well as English. These language barriers and education problems go hand in hand; they feed upon and exacerbate one another. Efforts by manpower and education agencies to cope with language difficulties generally have been inadequate, both in quality and quantity, although in recent months there has been a commendable increase in emphasis on language training in manpower programs.

When it comes to a discussion of value orientations, the danger of stereotyping always is high. Value orientations often differ among the various groups of the Spanish-speaking, as well as between the Spanish-surnamed in general and other Americans. But some cultural attributes that seem to apply to most of the Spanish-speaking can be readily identified:

- Relations between individuals are more important than competitive, materialistic, or achievement norms.
- Strong family ties.
- A sense of solidarity and pride in a unique heritage (a feeling sometimes referred to as La Raza).
- Machismo, meaning male dominance, patriarchy, emphasis on man's masculinity.

• Aspirations for professional rather than business or managerial occupations.

To some extent these values reflect an older rural culture. As Spanish-speaking people move to the cities—80 percent now reside in urban areas—they tend to pick up Anglo values. The older values persist, however, and it would be unsafe to assume they will materially change in the present generation. Indeed, there is sharp disagreement within the Spanish-speaking community on the necessity and value of assimilation. Efforts at forcing assimilation, such as the practice of some southwestern schools until recent years of forbidding children to speak Spanish, are generally recognized as unwise.



Ethnic Isolation Linked to Rural Background

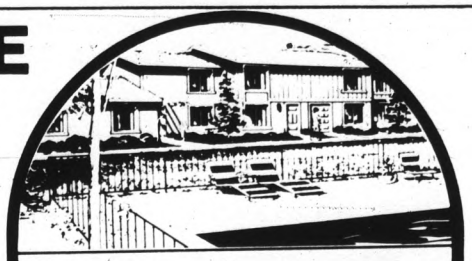
The basically rural background of the Spanish-speaking helps explain their ethnic isolation, an isolation more pronounced than that of earlier immigrants. Until World War II, they were congregated in rural areas and held farm jobs, while earlier generations of new Americans generally went to the cities where the pressures of the melting pot were greater. By the time the Spanish-speaking began to urbanize, their numbers were great enough and their subculture strong enough to survive these pressures.

The overwhelming majority of the Spanish-surnamed live in self-contained neighborhoods separated from the rest of the community. Sometimes, this represents a choice of the individual who feels more comfortable in familiar surroundings with people of his own culture and background. All too often, unfortunately, the reason can be found in economic or social discrimination which forces the individual to live in substandard housing in an area having few public services. Such barrios are quite similar to black ghettos. Studies of metropolitan areas such as Los Angeles demonstrate that the chances of a Spanish-speaking person occupying substandard housing are over four times that for an Anglo at a similar income level.

As the Spanish-speaking develop the skills to help themselves, the majority community must make some adjustments in meeting their needs. This is particularly true of institutions providing training and education in an attempt to help the Spanish-surnamed improve their position in the economy.

Manpower policies and programs too often have failed to recognize and deal with the uniqueness of the manpower needs

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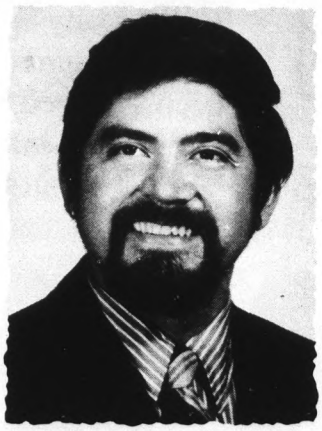
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of the Spanish-speaking people. The decisionmakers often do not know enough about the language and cultural characteristics of the people to develop viable and effective programs. The fact that Hispanos speak a foreign language and have different backgrounds is regarded as being their own problem, and the need to establish programs built upon serving people from different cultures is not always recognized.

As a result, while the basic idea of training and education for the disadvantaged may be sound, the policy for implementation has built-in deficiencies which retard success. There must be an urgent, full-scale effort to develop sufficient numbers of skilled Spanish-speaking policymakers and managers and place them at all levels of the delivery system if manpower programs are to serve the Spanish-speaking effectively. Over the last few years substantial increases of funds have been granted to Spanish-speaking manpower delivery organizations such as SER and the Puerto Rican Forum, and this trend must be continued until equity has been achieved.

Giving jobs to the Spanish-speaking on the operational level as interviewers, counselors, trainers, and job developers is not enough. These people would be forced to perform two tasks, delivering services and sensitizing their superiors to the needs of the Spanish-surnamed. They could perform much more effectively if they were relieved of the second task, that is if their superiors as well as their clients were drawn from the Spanish-speaking population.

The Department of Labor, in all fairness, has at least partially responded to this need. Its Manpower Administration has added many Spanish-speaking professionals to its top-level staff. But the number is still relatively slim, equity has by no means been achieved, and we cannot wait for Spanish-speaking counselors and interviewers to work their way up by the usual laborious routes. To overcome the effects of decades of discrimination by the society at large, extraordinary action must be taken now.



The Spanish-speaking want the opportunity to participate in society, to share, learn, and grow—as individuals and as a group. For many centuries, they have been a simple and docile people. This will no longer be true as we move into the 1980's. As Americans they expect to exercise their rights and responsibilities in the context of American society. □



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REMEMBER, LET'S ALL GO OUT AND PUT ON A VERY GOOD SHOWING! LET'S VOTE BIG, LET'S VOTE FOR AL GARZA!

GRANT

It is possible to get a grant to attend college or a trade school. It is possible to work on a federal funded program, but, both will inevitably come to an end. Therefore, it is very important to take advantage of it. The advantage must not be to milk the grant or program for all it's worth, but to learn and prepare yourself so that you can be independent when the program has terminated. I have been on both sides of the fence, so I know what I am talking about; so if you are in this situation, start now to prepare yourself. It may not be too late. I can assure you that you won't be sorry.

One for Ripley—

Mickey P gets married. Mickey P gets separated, all within one week. This is not a record but it's getting to be a damn good average.

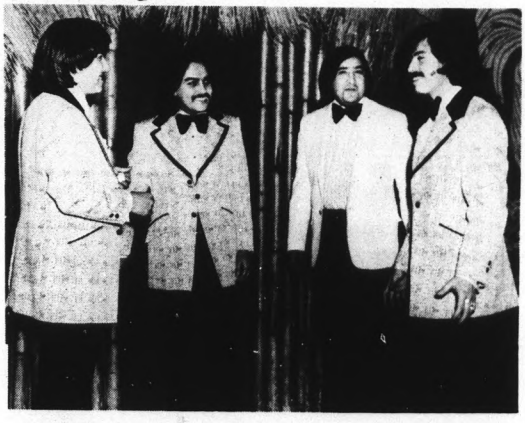


Photo shows Los Belico, a group that plays what you want to hear, now appearing at Arturo's Quiet Village.

HACIENDA QUITS FOREVER. This is Hacienda at 20th and E. Santa Clara Street is closing its doors. The final sale in April 5th, 6th, 7th and 8th. Everything must go at cost or save up to 75%. If you need furniture, now is the time to buy. Music, food and refreshments will be served, lo esperamos.

DANCING

What you were waiting for is coming to the Starlight Ballroom in San Jose on April 8th. El Conjunto Africa. On April 15 Mickey Laure. Bailamos?

I am wondering if Andy Valdez and Malano are on their way to WOUNDED KNEE. Here is where we find out if these guys are really injuns or they have been pulling our leg all this time.

Good news.

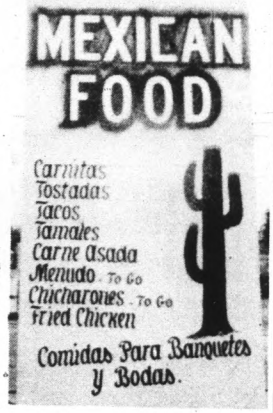
Mi amigo Ricardo El Rebusto tijuanero ya no toma, es desir ni mas ni menos-consume la misma cantidad. Que lindo barrilito.

I dont' know what I'm going to do with Panchito Gonzalez. One of the tires on his car needed air, so he stopped at a service station and said: "Please put some wind in my tire."

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Por MARIA ANTONIETA HERNANDEZ

QUINCEANERA

El acontecimiento social del año se suscito el dia 25 del pasado mes de Febrero, al festejar sus quince floridas primaveras, la hermosa BLANCA ESTELA OZUNA.

Antes de llevarse a feliz termino este magno acontecimiento, el Sr. Don Severo Ozuna y su distinguida esposa Sra. Doña Beatriz Contreras de Ozuna, se dignaron distribuir elegantes invitaciones entre la sociedad de San Jose; y una vez llegado el momento de la fecha antes indicada, la linda BLANCA ESTELA, accompañada de su chambelan GUILLERMO LUNA, de sus 14 bellos capullos en flor y sus muy bien vestidos chambelanes, hicieron su entrada al Templo del Sr. San Jose, seguidos de sus padrinos Sr. Jim Baeza y su encantadora esposa Sra. Celia de Baeza, asi como del matrimonio formado por los papás de la quinceañera, Sr. y Sra. Ozuna.

Durante el sacrificio de la Santa Misa, se escucho musica sacra, oficiando el Padre FRANCISCO OTAZUA PENA. La decoracion del templo dejo grata impresioñ entre los asistentes al solemne acto, por el gusto exquisito expuesto en la obra..

Al terminar la misa, y desocupar el sagrado recinto la distinguida concurrencia, la festejada BLANCA ESTELA en la puerta del templo fue felicitada por la multitud de amigas y amigos, sin faltar los buenos deseos para la jovencita y los abrazos de sus señores padres.

A continuacioñ, hubo un pequeño parentesis, al cabo del cual, se reunieron nuevamente a invitacion especial de la familia Ozuna, todas sus amistades en los amplios salones del Restaurant LOU'S VILLAGE, de esta ciudad. Ahi reino la alegria desde muy temprana hora y termino y muy avanzada la noche.

Al hacer su entrada la señorita BLANCA ESTELA, del brazo de su chambelan, seguida por sus padrinos, sus padres y las 14 parejitas, la comitiva fue aplaudida a raudales calmandose los aplausos, solamente al dar principio ls dulces notas de esa bella melodia "Tema de Lara", ejecutada majistralmente por ese conjunto de jovencitos de Watsonville, Calif. LOS ASTECA BRASS.

Al observar a la feliz quinceañera y su joven acompañante, mover cual siluetas sus agiles figuras, nuevamente fueron muy aplaudios. Secunando a la pareja su corte de honor.

Acto seguido dio principio el baile. Se sirvio un exquisito buffet, sabrosas botanas y la tencion gentil y unanime de los amfitriones para toda la concurrencia. El cupero formado por las 14 damitas y chambelanes estuvo formado por la senorita ROSIE ROJAS y DAVID de LUNA, CATHY AMBROSIO y HUMBERTO OZUNA, PATTY GURZA y GABRIEL LOMELI, ANNA MICOTTI y RICHARD QUELENDRINO, RACHEL RUIZ y DAVID DAGNINO, CINDY GUERREROy HECTOR OZUNA, GILDA BOJORQUEZ y RICHARD AMEZCUA, EMMA AMBROSIO y MIKE LOMELI, ELAINE FRANCO y GARY MINOR, NORMA MORENO y JOHNNY ARCIGA, DORA CLUBB y GILBERT AMEZCUA, MARY ROSE HOWARD y DARIO DELLA MAGGIORE, LIZ GUILLEN y WILLIAM MORALES, MONICA VALDEZ y SAM DELLA MAGGIORE.

Debido a la enorme concurrencia, me es imposible anotar nombres de las personas ahi presentes, por lo que pido disculpas. Solo dire que se dio cita a esta incomparable celebracion, las personalidades mas importantes de nuestra colonia mexicana. Asistiendo al ágape, que fue un derroche de lujo y algeria, no menos de 800 personas.

Atentamente . . *Maria Antonieta Herandez.*

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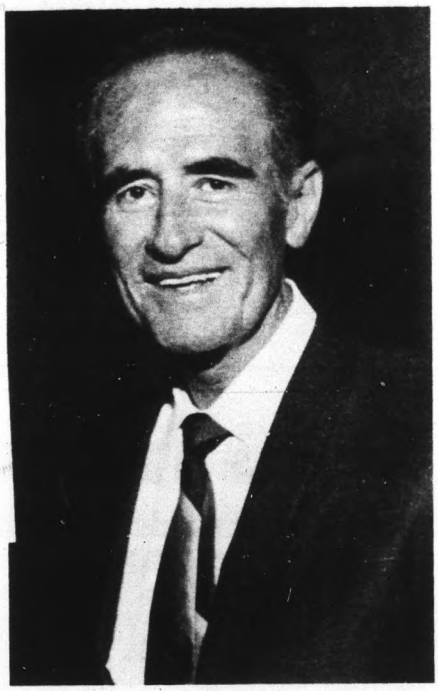
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"SOY UN HOMBRE muy religioso, pero no tan exigente como la mayoría. A mí no me importa si el altar está hecho de oro o madera. El culto puede hacerse por la mañana o de noche, los sábados, los domingos, o aún el miércoles. Estoy dispuesto a arrodillarme, agacharme o pararme simplemente.

El libro del cual leen puede tener dos mil años, o cinco mil, o no más que cien. Claro, me gusta que suene poético y literariamente correcto. Pero que grite o que hable suavemente el sacerdote. Que exhorte, condene o instruya. Todo esto para mí, tiene muy poca importancia.

Estoy dispuesto a traer mis ofrendas de dinero para mantener la rutina o para ayudar a los pobres y a los enfermos. Llevaré un collar, exhibiré una medalla en mi auto o en la pared de mi habitación. Marcharé en desfiles, haré penitencia, observaré todos los días de fiesta de la religión.

En fin, es fácil complacerme. En mi religión favorita, exijo una sola cosa—que yo sea el dios".

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Mary Bartle
Saunders

ODESSY OF AN ORDER

Have any of you ever placed an order through a mail order catalog and then run into problems? The following reads as if it was fiction, but it is true, and proves the saying that fact is funnier than fiction. Only one name was changed to protect all concerned.

It was a beautiful clear blue-sky winter day in New England. The snow that lay on the ground shimmered in the cold light of the sun. My mom was up visiting me from the warm southland. To while away the day, I suggested she might enjoy looking through my newly arrived Winter Catalog from Beagle, a large mid-western mail order house. It is a very well done "Wish Book", with good color photographs, uncluttered pages, and reasonable prices.

As we opened the big catalog and began to turn the inviting pages, she said to me, "Mary, I've been looking for a suitable dress to wear to the ballet. I have tickets to see 'Swan Lake' the week after Christmas. Ruth Ann, B. J., and Jackie are going too." (They are my sister and the wives of my two brothers.)

"Oh, mom, I'm sure Beagle will have the perfect outfit for you! Let's look."

We turned the pages slowly, now, appraising each offering very carefully, because there were so many pretty pictures to choose from.

"Just look at that two-piece beige lace, it would be perfect!" gestured my mom. I had to agree. It seemed designed with my mother in mind!

Carefully we checked the size chart, and decided that, with her broad shoulders, size 14 would fit just about perfectly. The skirt would probably require a tiny tuck, but that was no problem. As only six weeks remained before the performance, we filled out the order blank right then and there. I wrote a personal check to cover all costs. Quickly we put on our heavy coats and warm boots and braved the cold November air to drive down to the Post Office to mail the order. Thus, we ensured that it would go out that very afternoon.

Upon our return to the house, we sat in the kitchen enjoying a hot cup of tea and discussing what accessories would look best with the "new" lace suit-dress. The pearls she had received as a bride would be perfect compliment to the lace. For her salt and pepper hair, we decided on a tiny off-white hat, with matching purse and shoes left over from last summer. Her new black coat with the ranch mink collar would complete the picture.

Mom's eyes shone at the thought of her "grand entrance". Had she only known what lay ahead, her eyes would probably have shown from the tears of frustration we would both experience over the better part of the next year!

Early in December came an air mail letter from mom telling of her safe return to Virginia, and that the dress had been there when she arrived. Even before unpacking she turned to the package. She had broken three nails in her struggle with the security tape on the box, but she didn't even notice their loss. At last the beige lace emerged in all its splendor. Her face was lighted by her smile of pleasure and anticipation as she eagerly tried it on.

To her horror, the skirt slid down to around her knees, it was a size 16; and the jacket would not fit across her shoulders because it was a size 12!

Undaunted, she made copies of the enclosed papers; wrote a cover letter urging that the utmost speed be exercised in returning a size 14 suit-dress, as the performance was only three weeks away; and returned the package.

Mom's Christmas card arrived early noting no package had as yet been received. In desperation, I wrote a restrained letter of complaint.

On New Year's Day mom called to wish me a wonderfully happy new year. Sadly she reported that her "grand entrance" had been made in last year's dress. The ballet was beautiful, but somehow the blue silk fell short of the fantasies we had conjured up over the colorful clothes displayed in Beaglle's "Wish Book".

The next week came a letter telling me a second suit-dress had arrived. Mom refused to accept it, and it was returned unopened.

(continued next page)

ODESSY Of An ..... (CONT.)

Three weeks later, on an omenously cloudy ground-hog day, came another letter. Beagle refused to accept the package, and had remailed it to my mother! Mom, usually calm as a tranquil pond, became rather ruffled. She sent a letter to Mr. Beagle, Jr., the president of the mail order house, explaining who, what, where, when, and why, enclosing copies of all papers, and returned it all with the package to Beagle, care of the President.

A computer answered her, pleading that she keep their merchandise, which had been returned a fourth time.

Mom wrote "Refused" on the box, and let the U. S. Mail return it to Beagle. Then, just in case, she wrote another letter to the president suggesting that they put the suit-dress back in stock and requesting that they send her a full refund.

Meanwhile, back in New England, I had been in correspondence with another very nice computer named Sally Ann Sunshine, Customer Relations Representative. Sally Ann dutifully appologized for the delay in shipping my order, and promised I would receive it within two weeks, and, I did! They sent me mom's beige lace suit-dress the following week, which was very nice of them, except that it wasn't my order, or even my size! I returned the package C.O.D. and wrote a letter to Sally Ann's operator requesting a refund, explaining that I had placed the order and paid for it by check, and that I had requested that the order be sent to another address.

On the first day of spring Sally Ann again wrote to me requesting some additional information: To what address had I requested Item No. WC18379-14L be sent? I wrote back giving my mother's address.

Early in April the "Prodigal Package" arrived! Mom said the date was April first. She sometimes had a weird sense of humor, and thought that April Fool's Day the ideal day for the package to find its way back to her.

Avis may try harder, but it would be impossible to beat Beagle in trying to make this one sale!

Once more mom recopied the now bulging file of letters all on the pink stationary Beagle's computers seem to prefer, and rewrote a stronger letter to the president. She attached the letter demanding her refund to the package and sent it back registered mail, return receipt requested.

This worked! A form letter arrived signed with the president's rubber stamp, all apologetic, looking forward to doing business with her again in the very near future, as she was looked upon as a Preferred Customer. Attached to the letter was the refund check. Later, when I received her letter reporting the happy news, I laughed until my sides ached and tears flowed down my cheeks. A form letter from the President, yet! It would seem mom was not alone, if Mr. Beagle, Jr's, office sent out so many such letters that he could not possibly sign them all, and they had to use a rubber stamp!

Meanwhile, back in New England, I had earlier written again to Sally Ann Sunshine, Customer Relations Representative, and, in what I considered very firm, but ladylike language, I had requested the cancellation of my order #38720768, dated November 11, and that Beagle send a full refund to my mother.

Guess what happened!

I received a full refund check, and my mom received a second full refund check! She also received a copy of their Summer Catalog which featured an Early-bird Christmas Toy Sale.

My mom got carried away, and recklessly ordered a Barbie doll for each of her three grand-daughters. She received a letter saying her order was back-ordered.

Sometime that fall the grand-daughters each received her Barbie doll. Then, later in the week, there arrived a second package containing four Ken dolls sent in place of the Barbie dolls, which were all out of stock, or so the shipping label said.

The last I heard from my mom of the Beagle Caper was that she had found an ideal place for the catalog. It rested regally on one of her dining room chairs in lieu of a youth seat for her grandson who just loved his Ken dolls!

"Obviously Beagle is a non-profit organization in disguise, and who am I to spoil their philanthropic fun?" mirthfully mused my mom.

"If someone insists on giving a lady a gift, as determinedly as Beagle, how could I possibly refuse? I just wish they'd give me one more chance to help them perform their good works, and return my beige lace dress. This time, I'd keep it!"

Wouldn't you?

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Newly crowned San Jose GI Forum Queen Debbie Lemus, stands for photo with, left to right, Anna Marie Rios, 1st runnerup: California GI Forum State Chairman Fernando Acuña; National GI Forum Chairman Tony Gallegos; and 2nd runnerup Sylvia De La Rosa.

(Photo Richard Diaz)

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Maria Nieves Berrones

y

Guillermo Andrade

Y tienen el honor de invitar a Ud. y a su apreciable familia a la ceremonia religiosa que se verificara el Domingo 1ro de Abril de 1973, a las 2:00 p.m.
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DOMINGO-LUNES-MARTES
15-16-17 de ABRIL



– ADEMAS –





CITIZENS TO ELECT
JOHN HERNANDEZ - COUNCIL SEAT 5

Dear Friend:

A very important election will be held on April 10, 1973, to elect the City Councilmen who will represent the city government of San Jose during the next four years.

It is important that we have representatives on the Council who have the interest of youth in our communities at heart. We believe that Police Activities League Board of Directors member John Hernandez is a man who can best represent all the citizens of San Jose.

John Hernandez has been active in civic affairs for many years. He presently serves as board member on the following organizations: Criminal Justice Planning Commission, American Red Cross, Youth Service Bureau, Santa Clara County United Fund.

We urge you to join with us to support the election of John Hernandez to the San Jose City Council, Seat No. 5. We know he will serve ALL the people in an excellent way.

John Hernandez is dedicated, knowledgeable, and vitally interested in the future of San Jose and the well-being of ALL its citizens.

He is our choice to represent us in city government - please make him YOUR choice on April 10, 1973 - Election Day!

Sincerely,

Billy Wilson

Billy Wilson, Chairman
COMMITTEE TO ELECT JOHN HERNANDEZ